

Nicolas Villemin

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Commercial Strategic Leader / Director of Sales & Marketing / Commercial Director

- **Career Brand:** Commercial leader with a Swiss Hotel Management Diploma from the prestigious Hotel Institute Montreux – Switzerland – AH&MA with **over 20 years' international experience**.
- **Creative Marketing Techniques and Strategies:** Top-performing strategist known for developing, implementing and executing the overall marketing strategy, identifying new opportunities to grow business, increase sales and broaden brand and product recognition and awareness. Expert in product launch, new opening & repositioning.
- **Commercial Leadership:** Engaged in structured sales training, strategic account management, organisational skills, knowledge of customer needs, sales practices, technological developments, space management, business analysis, goal achievement and product knowledge.
- **Process Optimisation:** Skilled in identifying gaps and emerging requirements, performing market and economic analysis, conducting business intelligence, designing and executing formal capture plans and monitoring competitor activity for each capture.
- **Customer Satisfaction:** Successful history of facilitating a service-oriented culture and achieving high score of customer satisfaction by establishing a two-way relationship to frequently share best practices, issues and opportunities.
- **Revenue Growth and Negotiations:** High energy, entrepreneurial spirit, motivational leader; demonstrates strong negotiating skills with proven track record in high volume concept; an effective communicator with ability to improve the bottom line.

CORE COMPETENCIES

Developing and Implementing Commercial Strategies ▪ Revenue and Profitability Improvement ▪ Change Management and Restructuration ▪ Brand Management ▪ Key Customer Relationships ▪ Sourcing New Business Opportunities ▪ Commercial Team Management ▪ Training / Coaching and Leading ▪ Digital Sales / Marketing ▪ Product positioning

CAREER HISTORY

PREFERRED HOTELS & RESORTS – DUBAI, UAE

June 2018 – Present

Regional Director – Middle East & North Africa

- Custodian of Preferred Hotels & Resorts in the Region & driving company's expansion efforts
- Leading commercial team in delivering strategies to increase member hotels global exposure and distribution
- Increased regional P&L profitability by 30%
- Full P&L responsibility for the region's operation

CONSULTANT, Dubai, UAE

Oct 2017 – June 2018

Commercial & investment development of the world's largest decentralized ecosystem of hotel rooms booking based on blockchain technology. Pre ICO (initial coin offering development)

www.nomad.space.com

VICEROY PALM JUMEIRAH – DUBAI, UAE

Feb 2016 – Sep 2017

Director of Sales and Marketing (pre- and post-opening)

- Instrumental in developing and implementing pre- and post-commercial strategies
- Commercial team hiring and managing; team of 18
- Developed and accountable for commercial pre-opening budget (AED 12M.)
- Brand Management

Left due to ownership & management company legal issues / re-branding

Achieved successful hotel commercial launch (opening with 20% occupancy on the books for the month on first day of opening), further saving 15% of pre-opening budget; reached 100% occupancy 13 days post-hotel opening.

SHANGRI-LA / QARYAT AL BERI COMPLEX- ABU DHABI, UAE

Nov 2014 – Feb 2016

Complex Director of Sales and Marketing

- Led a team of 36 personnel in the sales, revenue, events, marketing, communication and reservation department
- Restructured and strategized turnaround and re-acquired key accounts
- Product development for profit improvement (feasibility study / project development – Sergio Arola Restaurant & Brand management)

Left for family reason, wife work being relocated back to Dubai, daily commute not feasible

Played a key role in increasing REVPAR and increasing residence occupancy from 47% to 82% within 12 months.

Efficiently restructured sales manning and processes, resulting in total payroll saving of 23% while increasing revenue by 6.2% within a 12 months period.

HABTOOR HOSPITALITY - DUBAI, UAE

May 2011 – Oct 2014

Group Director of Business Development / Sales and Marketing

- Responsible for sales and marketing strategy and implementation
- Directed and completed strategic repositioning in key markets and segments as well as sales and reservation cluster set-up and implementation
- Initiated and managed PR and brand communications activities, new hotels development / feasibility studies and project development
- Accountable for distribution and revenue management (pricing / channels management)

Instrumental in outperforming STR Compset (consisting of several established international branded hotels) in REVPAR growth for 12 months running. Successful in increasing share of UK market by 21%, German market by 8% and direct bookings by 35%. Effectively reduced ADR gap v/s premium beach properties by 50% thus contributing significantly to organisational growth & valuation.

AGH HOTELS - GLORIA HOTEL- DUBAI, UAE (6 months Consultancy Assignment) Nov 2010 – May 2011
Director of Business Development (Opening)

- Developed Hotel, Serviced Apartments and Residential units with a total of 2,100 units and 4 F&B outlets
- Led a team of 20 and operated as part of the pre-opening team
- Developed sales and marketing strategy, brand positioning and development and revenue management

MÖVENPICK HOTEL JUMEIRAH BEACH, DUBAI, UAE Feb 2008 – Nov 2010
Director of Sales and Marketing (pre- and post-opening)

- Efficiently led a team of 12 and performed all pre-opening sales and marketing activities, including business plan, marketing plan, pricing and strategy
- Implemented sales strategies and departmental SOPs and acted as Financial Controller for producing financial statements, budget and forecasts (FC joined team after opening)
- Engaged in business development for Beach Club feasibility analysis

Played a focal role in generating highest RGI and REVPAR compared with immediate competitors set (STR) in first 4 months of operation and achieved 100% occupancy within 18 days and positive GOP within 30 days of opening.

EARLY CAREER

Hyatt Regency - Almaty, Kazakhstan	Aug 2006 – Feb 2008
Director of Sales and Marketing	
One and Only Royal Mirage Hotel - Dubai, UAE	Mar 2004 – Aug 2006
Associate Director of Sales	
Hilton Arc de Triomphe - Paris, France	Sep 2003 – Jan 2004
Senior Sales Manager – Pre-Opening	
Hilton International - Abu Dhabi, UAE	May 2002 – Sep 2003
Area Sales Manager (Multiple properties)	
Sofitel Rio de Janeiro, Brazil	Feb 1999 – Apr 2002
Sales Manager – Multi-Brand (Multiple properties)	

EDUCATIONAL QUALIFICATIONS

Business Administration	1996 – 1998
University of Maryland	
Swiss Hotel Management Diploma / BA	1992 – 1995
Hotel Institute Montreux – Switzerland – AH&MA	

PERSONAL DETAILS

Nationality: French

Marital Status: Married (No Kids)

Languages: English, French, Portuguese (Fluent), Italian & Spanish (Intermediate)

References available on request